

CLAIMS:

1-17. (cancelled)

18. (new) A mobile terminal, for use in a broadcasting system comprising a receiver for receiving broadcast information from the broadcast station and a management system, the mobile terminal comprising:

receiver interface that communicates with the receiver to receive the broadcast information from the receiver;

user interface that interacts with a user of the mobile terminal to generate a user request in relation to the broadcast information, wherein the user request is receivable by the management system so that the mobile terminal receives from the management system incentive information for promoting a service; and

mobile communication network interface that communicates via a mobile communication network with a service facility that provides the service in order to receive the service from the service facility.

19. (new) The mobile terminal of claim 18, wherein the user request is sent to the management system via the receiver.

20. (new) The mobile terminal of claim 18, wherein the incentive information is received by the receiver interface via the receiver.

21. (new) The mobile terminal of claim 18, wherein the incentive information is received by the mobile communication network interface via the mobile communication network.

22. (new) The mobile terminal of claim 18, wherein the user request is sent to the management system by the mobile communication network interface via the mobile communication network.

23. (new) The mobile terminal of claim 22, wherein the broadcast information comprises a network address of the management system, and the mobile communication network interface sends the user request to the network address.

24. (new) The mobile terminal of claim 18, further comprising a memory for storing personal information, wherein the personal information is communicated to the management system, along with the user request.
25. (new) The mobile terminal of claim 18, wherein the user request comprises a form, and the user interface comprises a keypad for inputting data into the form.
26. (new) The mobile terminal of claim 18, wherein the incentive information from the management system comprises a request for the service from the service facility.
27. (new) The mobile terminal of claim 18, wherein the incentive information from the management system comprises a redeemable promotion for the service from the service facility.
28. (new) The mobile terminal of claim 18, wherein the user request comprises a qualification for the incentive information.
29. (new) The mobile terminal of claim 18, wherein, after receiving the incentive information, the mobile communication network interface communicates at least a part of the incentive information to the service facility via the mobile communication network.
30. (new) The mobile terminal of claim 18, wherein the receiver comprises a set-top box, and the receiver interface comprises a set-top box interface.
31. (new) A method for distributing service incentive information to a mobile terminal in a broadcasting system, comprising the steps of:
- communicating with a receiver to receive broadcast information from the receiver;
 - interacting with a user of the mobile terminal to generate a user request in relation to the broadcast information, wherein the user request is receivable by a management system so that the mobile terminal receives from the management system incentive information for promoting a service; and
 - communicating via a mobile communication network with a service facility that provides the service in order to receive the service from the service facility.

32. (new) The method of claim 31, further comprising sending the user request to the management system via the receiver.
33. (new) The method of claim 31, further comprising receiving the incentive information via the receiver.
34. (new) The method of claim 31, further comprising receiving the incentive information via the mobile communication network.
35. (new) The method of claim 31, further comprising sending the user request to the management system via the mobile communication network.
36. (new) The method of claim 35, wherein the broadcast information comprises a network address of the management system, and sending the user request to the management system comprises sending the user request to the network address.
37. (new) The method of claim 31, further comprising communicating personal information of the user to the management system, along with the user request.
38. (new) The method of claim 31, wherein generating the user request comprises inputting data into a form.
39. (new) The method of claim 31, wherein the incentive information from the management system comprises a request for the service from the service facility.
40. (new) The method of claim 31, wherein the incentive information from the management system comprises a redeemable promotion for the service from the service facility.
41. (new) The method of claim 31, wherein the user request comprises a qualification for the incentive information.
42. (new) The method of claim 31, further comprising communicating at least a part of the incentive information to the service facility via the mobile communication network.

43. (new) A management system for distributing service incentive information to a mobile terminal in a broadcasting system comprising a receiver for receiving broadcast information from the broadcast station, comprising:

user request receiver that receives a user request which is generated by a mobile terminal in relation to the broadcast information the mobile terminal receives from the receiver;

incentive information generator responsive to the user request to generate incentive information for promoting a service; and

incentive information transmitter that transmits the incentive information to the mobile terminal so that a user of the mobile terminal uses the incentive information when receiving the service from a service facility via a mobile communication network.

44. (new) The management system of claim 43, wherein the user request receiver receives the user request from the mobile terminal via the receiver.

45. (new) The management system of claim 43, wherein incentive information transmitter sends the incentive information to the mobile terminal via the receiver.

46. (new) The management system of claim 43, wherein the incentive information transmitter sends the incentive information to the mobile terminal via the mobile communication network.

47. (new) The management system of claim 43, wherein the user request receiver receives the user request from the mobile terminal via the mobile communication network.

47. (new) The management system of claim 47, wherein the broadcast information comprises a network address of the management system, and the mobile terminal sends the user request to the network address.

48. (new) The management system of claim 43, wherein the user request receiver receives personal information of the user, , along with the user request.

49. (new) The management system of claim 43, wherein the incentive information comprises a request for the service from the service facility.

50. (new) The management system of claim 43, wherein the incentive information comprises a redeemable promotion for the service from the service facility.

51. (new) The management system of claim 43, wherein the user request comprises a qualification for the incentive information.

52. (new) The management system of claim 51, wherein the incentive information generator determines, based on the qualification, if the user qualifies for the incentive information.